


45th YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



February, 1955

DON'T UNCONSCIOUSLY INSULT PROSPECTS.
THIS COULD BE THE YEAR!



Here's Proof



WATER RUNS RIGHT OFF SILICONE-TREATED K&M "CENTURY" NU-GRAIN SIDING SHINGLES

Make this test. Place one of the new silicone-treated "Century" shingles beside any untreated asbestos-cement shingle. Then sprinkle both with water. See how the water "balls up" instantly on the surface of the K&M Nu-Grain shingle, then *runs right off!*

This means that water-borne dirt which causes streaks under window sills and other trim doesn't readily gain a foothold to mar the beauty of these shingles.

"Century" Nu-Grain shingles are as permanent as

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America's first maker of asbestos-cement shingles





25 MILLION
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RUBEROID IS THE
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FOR '55

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Ask your Ruberoid salesman to show you the "1955 Advertising-Merchandising Opportunities for Ruberoid Customers". Get your dramatic new applicator sales kit . . . it's a sure sales closer. Set up your Ruberoid profit timetable for 1955 *NOW!*

The **RUBEROID** Co.

Asphalt and Asbestos Building Materials



***It's a tough grind
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and better products.***

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& Siding Contractor
... do it for you.***

Check the boxes opposite products or services about which you want information. Fill out the coupon. You will receive FREE the latest BOOKLETS, catalogues, information and details from the manufacturers. Do It NOW while you are going over the list, and send to American Roofer & Siding Contractor, 425 Fourth Avenue, New York 16, N. Y.



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New York 16, N. Y.

Send me facts on the items checked.

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- ☐ 91. Artificial Brick Siding
- ☐ 4. Asbestos Siding
- ☐ 7. Asphalt Siding
- ☐ 10. Brackets, ladders
- ☐ 92. Cartoon Ad Helps
- ☐ 14. Caulking Compounds and Guns
- ☐ 19. Cold Process Roofing
- ☐ 17. Corner Strips
- ☐ 79. Concrete Roofing Tile
- ☐ 16. Cutters, Shingle, Siding & Felt
- ☐ 23. Drains Roof
- ☐ 25. Felt Laying Machines
- ☐ 64. Flashing Fabric
- ☐ 27. Gutters, Eaves Trough, Leaders & Downspouts

- ☐ 28. Hoists & Derricks
- ☐ 29. Hot Stuff
- ☐ 68. Insulating Siding
- ☐ 74. Insulation, Reflective
- ☐ 34. Kettles and Pumps
- ☐ 36. Knives, Roofing
- ☐ 37. Ladders
- ☐ 39. Louvers
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- ☐ 67. Pigeon Proofing

- ☐ 84. Roof Drains
- ☐ 44. Roof Coatings
- ☐ 92. Roof Plank
- ☐ 66. Roofing & Building Specialties Manual
- ☐ 48. Scaffolding
- ☐ 49. Scrapers, Roof, Hand & Mechanical
- ☐ 69. Sprayed Sidewall Resurfacers
- ☐ 56. Staplers & Tackers
- ☐ 57. Tile, Roofing
- ☐ 59. Tools, Catalogs of
- ☐ 60. Underlayment for Roofing & Siding

Other Items _____

February, 1955.....

Name

Firm

I am a.....

.....☐ Contractor;.....☐ Dist;.....☐ Mfr.

Address

Nailing It Down

CONTRACTORS who read our editorial on page 9, "This May Be The Year" and our report on the National Roofing Contractors Association Convention, held in Cincinnati last month (P. 8) will observe a common note:—confidence and hopefulness for a record year in reroofing and residing.

Combined with this feeling is the attitude that "it isn't easy." The easy money isn't there, and as Martin V. Coffey pointed out in his keynote address to NRCA, the contractor who says "the old way is the best way," is just not going to do business in 1955.

Just as Coffey emphasized the need for the hot applicator to know "cold" and for the man who uses brushes to obtain spray equipment, so the forthcoming NERSICA Convention strikes the same note with its entire Built-Up Roofing Forum (P. 13) devoted to the problem of "Mechanizing Built-Up Roofing."

Contractors who attend this show (Chicago Mar. 13, 14, 15, 16) will have an opportunity to see a large assembly of mechanized equipment in action under ideal conditions. Roofing contractors who do not attend one or the other of the national roofing shows are missing out on a good bet for seeing in action many of the new devices and products reported in these pages throughout the year.

Speaking of the need to equip oneself with new and better tools, and newly marketed materials, "American Roofer & Siding Contractor" has features on three pages this month devoted to the new and the desirable for contractors. This, of course, is in addition to the monthly "What's New" column. First of all there is O. J. Marr's report on the Bostwick Company, with its specially built cabs featuring all the latest conveniences for roofing applicators.

Then there is the report on a new type of aluminum shingle now being successfully applied on steep-roofed homes. Finally there is the story of an improved type of roofing hoist put

(Continued on Page 20)

AMERICAN ROOFER

and SIDING CONTRACTOR

Devoted to Roofing ★ Siding ★ Insulating ★ Waterproofing

Publishers of

Roofing, Siding & Building Specialties Manual

Vol. 45

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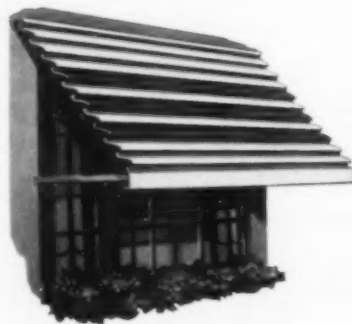
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DON'T DELAY. WRITE US TODAY!

AMERICAN ROOFER & SIDING CONTRACTOR

February

1955

This could be the year! Repair work may set records.

PREDICTIONS from every source indicate that 1955 will be a record year in the reroofing, residing, repair and home improvement market. All sources: Dodge reports, roofing materials manufacturers, associations and construction publications predict a tremendous boom in the fields in which roofing and siding contractors are most actively involved.

Here is the Dodge report story:

1955's level of construction activity will set another new all-time high record in dollar volume, in the opinion of Thomas S. Holden, vice chairman of F. W. Dodge Corporation.

Mr. Holden thinks the 1955 Dodge dollar total will surpass 1954 by six percent, with strength in all categories.

Mr. Holden's statement, an annual event in the construction industry, was prepared in collaboration with two of his staff, Clyde Shute, statistical specialist, and Dr. George Cline Smith, economist.

In formulating the estimates they were aided by a poll they made of the opinions among 186 leading economists in industry, finance, and the universities; also by Dodge's news pipelines deep into the industry by means of 255 reporters and more than 800 correspondents.

Mr. Holden's opinion that the Dodge

figure will set a new high record implies that the government figure will move accordingly although later, and also set a new high.

Mr. Holden estimates that both the Dodge and Bureau of Labor Statistics totals of new dwelling unit starts in 1955 will run four percent ahead of 1954; and that the bureau's total will be 1,250,000.

He thinks that physical volume of

Nichols Predicts Big Spurge in Market

Spurred by liberalized F.H.A. mortgage ceiling provisions on existing houses, the home improvement industry looks forward to a substantial volume gain in 1955, according to a year-end report issued by C. N. Nichols, Managing Director of Nersica, Inc.

Recent estimates by the U.S. Department of Commerce, Mr. Nichols noted, place the present operating volume of the home improvement industry at approximately \$8 billion per year.

"Industry authorities believe that this figure will be substantially increased in 1955 through the recently liberalized mortgage provisions of the

building in term of square feet, in the Dodge figures, will go ahead five percent as compared with six percent for all construction on a dollar basis. Comparisons in terms of square footage have the advantage of being a more stable yardstick than the variable dollar. According to Johns-Manville: Money spent for new construction and modernization in 1955 may reach an all time record of \$60 billion, surpassing 1954's record of \$54 billion.

It seems likely that erection of new structures will be close to the \$40 billion mark in 1955 while the amount spent for modernization of existing buildings will approximate \$20 billion, according to Harold R. Berlin, Vice President of Johns-Manville Corporation and General Manager of the J-M Building Products Division.

"Present forecasts indicate that this country also may set another new record by building as many as 1,250,000 new homes in 1955, especially since the National Housing Act of 1954 has liberalized FHA mortgage credit thus opening up the medium priced home market to families with relatively low incomes," Mr. Berlin said.

"About 1,200,000 homes were started in 1954, a figure without precedent except in 1950. This, despite the fact that the number of young people reaching



NRCA sets broad membership goal at 1955 convention

GOOD attendance characterized a spirited annual convention of the National Roofing Contractors Association, and exemplified a widely expressed desire to be accepted as the "Association of all roofers, not just built-up roofing contractors." Speaking from the floor, numerous members of the Association emphasized not only that NRCA was exclusively for roofers but that it welcomed *all* roofers: including shingle, tile, clay, and siding applicators.

Luncheons and forums at the three-day Cincinnati Convention, January 17, 18 and 19, were unusually well attended, and the contractors learned much about current problems of the members from all sections of the country.

In his welcoming address the Mayor of Cincinnati told the roofers assembled at the Monday Luncheon, "The Roofer is a valued and respected member of society. . . ." He then gave the background of the founding, settling and naming of Cincinnati.

W. F. Patterson, of the United States Bureau of Apprenticeship told the roofers: "Only one-third of current journeymen have come up through apprenticeship. . . . Standards need to be promoted and sold at the grass roots."

Coffey Keynotes

"Nothing starts until a sale is made."

Emphasizing and reemphasizing the one sentence, Martin V. Coffey made a stirring and inspirational keynote

address to the Convention assembled. Point after point demonstrated to the roofers that much of what goes on in life has to begin with a sale. The Philip Carey General Sales Manager, who began life working for two dollars a week in the Bronx asked the contractors to consider

"How did you get into your business?"

"You sold yourself or somebody sold you."

"Do you love this business?"

If it doesn't give you a thrill every day of your life—get out of it.

"Do you *know* your business?"

Are you an active member of your association or are you just a dues-payer?

Do you actually know what is going on in this industry?

Hot applicators are in this land. You'd better know about *cold* application, about new, modern equipment—painting old roofs with spray equipment for instance—if you don't know these methods somebody else is going to come in and do it.

Mr. Coffey stated he had met a roofer who refused the new methods—brush methods were good enough for him. The old way, this roofer told Mr. Coffey, was the only way. In 12

Philip Carey Company permitted candid photographs to be taken during the plant tour, a Convention highlight. Top of page: Left: Contractors observe shingle packing. Center: palletizing shingles. Right: Julien Loeb, NRCA Director, with other contractors, in a storage center.

years his purchases had declined 45% according to Philip Carey records.

And as for Carey roofers, Mr. Coffey said, they had better know of the innovations of Johns-Manville, Barrett, Ruberoid, Koppers and others.

Sales Promotion

In discussing methods of promoting sales, Mr. Coffey asked the NRCA members:

"Do you realize how important architects are to us?"

Manufacturers, he stated, have ample realization of the importance of architects as witnessed by the pages of advertising they take in Sweet's Catalogues. Then Mr. Coffey told the roofers a simple promotional stunt that can work wonders:

"Buy a rubber stamp for \$1.50 and have your name, address, and some information about your firm printed on it. Stamp your name in every page of Sweet's held by architects—so they know who to look for. There are lots of new young men in architecture today."

Profit Margins

Not figuring enough profit margin causes many business difficulties, Mr. Coffey stated. It is necessary, he pointed out, to add 25% to labor, material and overhead in order to get a 20% gross profit.

Hiring Salesmen

Mr. Coffey recommended to everyone that they read the December, 1954



"Nothing starts until a sale is made," Martin V. Coffey, top left, is telling contractors at the Netherlands Plaza Hotel. Coffey's speech key-noted the Convention. Top right: W. F. Patterson, Bureau of Apprenticeship, U. S. Dept. of Labor: "... Standards need to be promoted and sold at the grass roots." Left, Center: quirks of the new income tax laws are explained by NRCA's expert. The remaining three photos show just three of many, many interesting exhibits. The table-size working models of Reimann & Georger's power hoist and swinging roof beams, shown with company executives for size comparison, were particularly effective. Littleford Bros., Inc., is located in Cincinnati, site of the Convention.



issue of AMERICAN ROOFER AND SIDING CONTRACTOR on "Hire Salesmen Scientifically To Cut The Turnover Merry-go-round."

"We want a 'hungry' man to be our representative in various areas," Mr.

Coffey said, "one willing to take this training and make sacrifices for a year or two before making the big money."

"You don't need any special type of man to be a salesman—you need one willing to make the essential sacrifices

in order to attain his goal."

The Philip Carey plant tour which highlighted the second day of the Convention practically emptied the Netherlands Plaza of roofers as almost all took

(Continued on Page 24)

How to avoid unconsciously insulting your prospects

"I'd never do business with that firm . . . after what that man said to me!"

IF THE roofing contractor has been in business for only a single year chances are very good that one or more of his ex-customers has made just that statement . . . and the poor fellow still wonders why he lost the business.

It's so easy to say "the wrong thing" without any intent to do so. The words we use in handling our prospects and our customers may very often seem harmless to us BUT take on an entirely different meaning when absorbed by that other individual's ears.

Not only must we choose and use words with the greatest caution but the rule applies for everyone from the salesman who makes the contract to the workmen who do the actual job itself, i.e., everyone who in any way comes in contact with the prospect or the customer.

For many months we've made a close study of such word and sentence use. We've talked to roofing contracting firm personnel and their customers alike. From experience and suggestion received here are some of the more important words and sentences that have important bearing on the relationship.

"You've neglected the condition of your roof for so long that it is now in really serious condition," should have been, "The elements have been exceptionally hard on your roof and done a lot of damage." No prospect likes to have his own neglect of attention to the roof on his home or business building pointed up; it's something we can well ignore at all times . . . blame the problem on old man weather, birds or anything else handy . . . but not on the customer.

"Your old roof makes your home appear shabby in this neighborhood," points an accusing finger at the prospect or customer that may or may not

By ERNEST W. FAIR

be deserved; chances are he would want his home to appear as nice as those of his neighbors but lack of money may have stood in the way in the past. "You have a fine house here, sir, as nice as any in the neighborhood and it will look even more attractive with this new roof we've been talking about," is a much better way to put over the same idea.

"The old roof you have now lowers the value of your place, Mr. Jones," is another harsh way of putting over a very important point in making a sale, and could be done much better with, "When we've finished putting on this new roof, Mr. Jones, it will increase the value of your house should the opportunity come to sell it at a profit." The latter is always a good group of words to use for few are the home owners who would not sell their present homes and move to a better one if the opportunity presented itself.

"Yes, Mr. Jones, your old roof is in very bad shape and it will require some major structural repairs to fix it up," is statement enough to scare any prospect. Point up the damage,

yes, but not to an alarming figure . . . a prospect we may have sold on the roof alone can easily be scared away by thoughts of big additional expenses in rebuilding the basic structure. Using the words "major repairs" or "expensive repairs" calls up visions of great costs. Better say, "some repairs" which is not as frightening.

"Don't shop around on this, Mr. Jones, because no one can offer you a better deal and you haven't a moment to lose in replacing that old roof," is a familiar attempt to get a contract signed before a competitor can put in his sales story. Occasionally it may work but in the vast majority of cases it convinces the prospect that we are afraid to let other roofing firms talk to him and that we are attempting to hide something. The "hurry up" angle, he sees, as an effort to panic him into signing. Chances are he will build up sales resistance instead.

"Most of our competitors use substandard materials in order to quote cheap prices," is a sales (?) effort we once heard. Selling becomes surer when we talk only about the "highest quality materials" we use on our own roofs

(Continued on page 28)

Photo of the Month

Our Photo-of-the-Month features two shots of the installation of what is claimed to be the largest continuous roof area constructed anywhere in 1954. The 700,000-square-foot area of the job — large enough to accommodate 15 football playing fields — was covered in record time in all kinds of weather. When the installers hit their stride, they were placing 1200 slabs a day.

Individual slabs measured 2 x 7'6", resulting in 2250 square feet of finished roof per hour, 18,000 square feet per day. Space between the slabs was sealed with an asphalt asbestos mastic.

The lower and larger of the cover Photos shows, in the foreground, men placing the last precast concrete chan-

nel slab on the roof. In the background other men are applying the special asphalt asbestos mastic used to seal the roof joints.

Top photo gives some idea of the enormous size of the job, with some felts already laid over the roof deck. Note felt layers in the distance. Wherever feasible mechanical equipment was used on this job.

The roof covers the Pennsylvania Railroad's new Samuel Rea Freight Car Repair Shops at Hollidaysburg, Pennsylvania, which will be placed in service later this year. Hughes-Foulkrod of Philadelphia were the general contractors for this project. Precast Concrete Roof Deck Manufacturers provided the decking.

Airview of the huge new roofing and granule plant in Charleston, South Carolina.



\$2,500,000 roofing plant opened in South by Bird

BIRD & SON, INC., has begun operations in a new \$2,500,000 roofing plant and granule plant at Charleston, South Carolina. Governor G. B. Timmerman, Jr., attended the official opening of the new plants during impressive ceremonies on January 28th, at which some 300 state, local and civic dignitaries were present.

The Mayor of Charleston, William McG. Morrison, was on hand as were Charles Sumner Bird, Chairman of the Board of Bird & Son; Axel H. Anderson, President of the company; Eli L. Chamberlain, Vice President, Building Materials Division; members of the Board of Directors; members of the South Carolina Chamber of Commerce; the Charleston Industrial Planning Board and Southeastern Sales Representatives for Bird & Son roofing products, as well as many roofing dealers throughout the area. James H. Van Hoy, Southeastern Division Manager, presided over the ceremonies.

Bird's Charleston operations are located on about 60 acres of land at Stark Industrial Park on the Ashley River, where ample space has been provided for future expansion.

The longest roofing machine in the world has been installed in the main building. Modern in all respects, it is 550 feet long and was designed especially for Bird & Son by their own engineers. This was desirable because of Bird's long experience in the roofing field and because of the intricate nature of the machinery and the company's desire to incorporate all the mechanical



Executives of Bird & Son, Inc. who were among those who attended the grand opening of the new roofing plant: From left: Charles Sumner Bird, Chairman of the Board, great-grandson of George Bird, who founded the company in 1795; Axel H. Anderson, President, since 1946; Eli L. Chamberlain, since 1946 Vice President, Building Materials Division.

features developed for present Bird Roofing machines. It will be used in the manufacture of 15" thick-butted shingles, and a full line of other shingles and roofing products.

The building to house the equipment has a floor area of more than 100,000 square feet and is 990 feet long. A granule plant, a boiler plant, a laboratory, machine shop, felt warehouse, an asphalt cement and coating plant and a 42,000 square foot storage warehouse are also included.

Bird & Son was established in 1795. It was one of the first companies to experiment in asphalt roofing manufacture and has been making building materials since the 1880's. The company's founder was George Bird of Union, Maine. He built his first paper mill in Needham, Massachusetts, and

in 1812 moved a short distance to East Walpole, Mass., the present location of the home office, paper mills and box factories.

The Charleston operation is the newest plant in the Building Materials Division of the company. It takes its place beside roofing mills at Norwood, Mass., Chicago, Ill., and Shreveport, La. Felt mills are located at Phillipsdale, R. I., and Shreveport, while insulating sidings are manufactured at Norwood and Chicago. The granule plant at Charleston joins those at Norwood and Glenwood, Arkansas, to make Bird & Son the only roofing manufacturer in the land operating three granule plants.

Recognizing the tremendous growth now taking place all over the South,

(Continued on Page 27)

Quality roofer sees future in more slate and tile work

By O. J. MARR

AS A veteran master roofer, C. G. Bostwick, founder in 1902 of the Hartford, Conn. firm that bears his name, has bent with many blows of the wind. But as a lover of beauty in his craft he looks forward to the wind of taste that will blow fine slate and tile work back into fashion.

Whatever his personal feelings, he has had little trouble in maintaining a reputation as one of the largest and most reliable roofing and sheet metal contractors in the central Connecticut region, even though flat roofs have taken the place of slate, and handsome metal cornices are scorned by the new crop of architects.



Mr. Bostwick believes in good crew morale, and as a consequence purchased the special body, with crew cab, shown above. The crew cab seats four men comfortably, and is warm inside. The truck, which is put out by GMC, has a regular open roofing truck body.



Bostwick's office entrance features the large double casement-type window shown. Parked in front, and seen at the bottom of the picture is the special truck with crew cab.

Having installed or repaired many institutional jobs, such as slate roofs for Vassar College, Poughkeepsie, N. Y., Williams College, and the Phillips Academies in Andover, Mass., and Exeter, N. H., Mr. Bostwick has good cause to regret that the beauty of a new building is seldom expressed in its roof any more, and that built-up roofing is the unflattering result of economy.

He is encouraged by the growing taste for color in asphalt and asbestos

roofing, and sees it as a step back toward the appreciation of the rich and subtle colors of natural stone, changing appealingly in sun and rain.

To prove that his aesthetic taste does not prevent his keeping in step with the newest developments, Mr. Bostwick cites his recent application of mastic to an entire side of the Hartford Times. The paint was off, the brick was spalling, and there was a general appearance of growing delapidation. Brick, stone, iron, and other metal surfaces had to be covered, and the natural place to turn was to the Bostwick Company.

Generally the firm does not go out of its way for siding work, nor does it scurry around for small new home and repair work. The long-time recourse of architects in New York, Boston, and Philadelphia for work in the southern New England region. Mr. Bostwick likes to concentrate his workmen rather than keep track of a multitude of small jobs.

The firm used to work extensively in six states, but in recent years has become more localized. One reason is the union requirement that workmen be paid from the time of leaving the door of the shop. Mr. Bostwick, whose

minimum mechanic staff is 25, sometimes going up to 55, recognizes the value of the union's organization in supplying him with reliable hands at short notice. Sheet metal men are especially hard to get. But a call to the business agent will start him calling Worcester and Bridgeport, and the men are available within 24 hours.

The sheet metal men are organized in one A. F. of L. union, all the various kinds of roofers in another. The Bostwick roofers are either built-up specialists or slate and tile men.

Now that he is looking forward to retirement, Mr. Bostwick has made sure that the firm will continue as a Hartford and New England institution. In February, 1952, the business was incorporated, and two brothers, Dexter F. Ordway and Robert S. Ordway, were taken in. Dexter had come to work in 1947 as the roofing superintendent, and Robert, the younger brother, joined him in 1950, training as an estimator. Dexter had studied business administration at Boston University, Robert the same subject at the University of Maine. The founder is confident that the two young men will continue his policies of quality and

(Continued on Page 27)

Mechanized equipment features NERSICA b-u roofing forum

PLANS were completed at a meeting in Chicago of NERSICA officials at the Sherman Hotel on December 9th for the Fifth Built-Up Roofing Forum held by NERSICA.

The meeting was between manufacturers of mechanized labor saving equipment and Dr. C. E. Lund of the University of Minnesota, Charles Griffiths, Binghamton, N. Y., Chairman of NERSICA's Built-Up Roofing Section, and Managing Director C. N. Nichols.

Present for the manufacturers were Orville C. Hognander, G. H. Tennant Co.; Jack Weber and James Savino, Aeroil Products Co.; Robert King, King Manufacturing Company; Robert LeVasseur, Littleford Brothers; and Charles Leatzow, Pfingsten.

On September 9th a preliminary meeting had been held in Chicago, where representatives of other manufacturers had attended as follows: Deryl S. Yundt, Roofmaster Products, Los Angeles; F. B. Maloney, Hauck Manufacturing Company; and Charles R. Smith, Smith Hoist Company.

"Mechanization for Profits"

The 1955 Built-Up Roofing Forum will be "Mechanization For Profits." Dr. C. E. Lund will return to the Forum sessions as the leader and coordinator. He is remembered for his direction of the 1953 Roofing Forum in New York City.

Dr. Lund will lay the groundwork for three following sessions on Monday, March 14th when he discusses "Mechanized Equipment For The Roofer." His paper will be illustrated and cover the economics of mechanization from the profit, quality and capital investment angles.

Nation's Best Contractors

Invitations have been extended to the nation's best and largest roofing contractors to appear at two sessions on Tuesday the 15th and one on Wednesday the 16th.

The program will be developed in three steps to prove the value and profit

by mechanization. Number one step will be "Preparatory" when Oil Burners and Hot Stuff Pumps will be highlighted. The second phase will be "Material Handling" with Hoists and Conveyors, Prime Movers and Roof Scrapers featured. The final and logical sequence will be on "Application"



George M. Crowson, President of the Public Relations Society of America, is slated to be principal speaker at the Convention Forum on Public Relations. He will speak on the fundamental requirements of a public relations program.

where Felt Layers, Gravel Spreaders and Slitters will be analyzed for their profit features.

Live Demonstrations

The value of the Forum, in fact the principal reason for covering the subject of mechanization in 1955, is the fact that the Sherman Hotel physical lay-out will permit a full live demonstration of labor-saving mechanized equipment.

Each exhibitor in the NERSICA Exposition will have on display in the lower exposition hall, actual working products which can be activated so the prospective user can see rather than hear how they operate.

For instance felt layers will be laying felt, gravel spreaders will be spreading gravel, roof scrapers will be scraping off old roofing material and so on through the gamut of mechanized labor-saving devices.

Profits in the roofing business have been gradually dwindling and it appears that one way to stop this decline is through the method of saving man hours and doing a quality job with less service costs. Under the direction of C. E. Lund and with the active participation of the manufacturers, the 1955 NERSICA Built-Up Roofing Forum will be one of the great contributions to the roofing industry of all time.

Charles Griffiths of the Binghamton Slag Roofing Co., Chairman of the NERSICA Roofing Section, will preside at and be the moderator of all sessions.

PROGRAM SUMMARY

MARCH 14—9:30-11:30 A.M.

DR. LUND

Mechanized Equipment for the Roofer

MARCH 15—9:30-11:30 A.M.

Preparatory (Oil Burners and Hot Stuff Pumps)

2:30-4:30 P.M.

Material Handling

(Conveyors, Prime Movers, Scrapers)

MARCH 16—9:30-11:30 A.M.

Application

(Felt Layers, Gravel Spreaders, etc.)

After each session, live demonstrations of equipment held in lower exposition hall.

Professor and Assistant Director, Engineering Experiment Station, University of Minnesota, Minneapolis, who made such a tremendous contribution to the Third Annual NERSICA Built-Up Roofing Forum in 1953. Dr. C. E. Lund is a distinguished engineer and research scientist with a long record of achievement.

A graduate of the University of Minnesota with the degree of Master of Science in Mechanical Engineering, he has for the past 16 years been associated with the University of Minnesota Engineering Experiment Station. There he has been concerned particularly with research on built-up roofing, on which subject he is a nationally-

(Continued on Page 24)



Celotex's Greenwood Named Pres. Insulation Institute

Marvin Greenwood, Vice President-General Sales Manager of Celotex Corp., has been elected President of the Insulation Board Institute, it was announced recently by Charles M. Gray, Manager of the Institute, which has headquarters at 111 West Washington St., Chicago. Greenwood succeeds J. Z. Hollmann, Manager, Insulation Board Department, The Flintkote Co.

New Vice President of the Institute is E. K. Clark, Vice President of Johns-Manville Sales Corp., according to the



MARVIN GREENWOOD

announcement. Treasurer is V. R. Belden, Merchandise Manager, Insulation Products, United States Gypsum Co.

Newly elected Board of Director members are J. V. Jones, General Sales Manager, Building Products Division, Armstrong Cork Co.; G. M. Syversen, General Manager, Fir-Tex Div., Dant & Russell, Inc.; J. Z. Hollmann; M. C. Fairfield, Sales Manager, Insulite Div. of Minnesota & Ontario Paper Co.; and J. W. Brown, Vice President in Charge of Sales, National Gypsum Co. These officers, together with Greenwood and Clark, make up the Board.

The elections were held at the Annual Insulation Board Institute Meeting in Chicago, November 17 and 18.

Lifetime Industries App'ts Ballard Morris General Mgr.

Lifetime Industries, Inc. has announced the appointment of Ballard Morris as its new General Manager.

Wurdack Chemical Co. Clears Patent Rights To Silicones

Walter Wurdack, President of Wurdack Chemical Co. of St. Louis has announced settlement of his suit against Dow Corning Corporation in the matter of patent rights

for application of silicone chemicals.

According to Wurdack, arrangements have now been completed to make his invention available to all interested users throughout the United States and Canada by the mere purchase of readily available silicone water repellent products.

Wurdack, who has had eight years of experience with the product, claims that application of their product known as Crystal Silicone Water Repellent to the outside masonry stops the effects of moisture penetrating the pores of brick, concrete, stone, and similar materials. Silicones have a high degree of water repellency. By coating the walls of the pores in the masonry, they prevent any liquid water from entering. It was this idea that he patented.

W. G. Neel To Manage Ruberoid Salt Lake City Dist.

Sales Vice President E. J. O'Leary of The Ruberoid Co. has announced the appointment of Wilbur G. Neel to be sales manager of the company's Salt Lake City, Utah, district.

Neel, 38, who has spent his entire working career in the building materials business, is scheduled to begin his new duties immediately. He joined Ruberoid in March, 1954, and has served as an executive assistant to O'Leary with headquarters in New York since that time.

All Construction Contract Records Broken By Nov. '54

The Year 1954 has already set a new all-time record for construction contract awards, Thomas S. Holden, vice chairman of F. W. Dodge Corporation, has announced.

November building and engineering contracts in the 37 eastern states, as compiled from Dodge Reports, brought the eleven-month total for 1954 to \$17,941,370,000, more than the figure for the entire year 1953.

November awards totalled \$1,498,850,000, the highest November total in Dodge's 63-year history and nearly 8 percent ahead of November, 1953. The figure for eleven months of 1954 was 11 percent ahead of the corresponding eleven-month period of 1953.

Residential building showed by far the greatest gain, 28 percent ahead of last year for the eleven-month period.

Ray Named Eastern Dist. Sales Mgr. By Lyf-Alum

Appointment of George P. Ray as Eastern District Sales Manager was announced recently by M. W. Rauen, Executive Vice

President of Lyf-Alum, Inc., manufacturers of aluminum clapboard siding at Oconomowoc, Wisconsin.

Mr. Ray was formerly Eastern Division Asbestos Product Sales Manager for National Gypsum Company. Prior to National Gypsum's acquisition of Smith Asbestos Company, Mr. Ray represented Smith Asbestos in the Eastern market in the same capacity.

Barrett Technical Director Made Vice President

Appointment of C. G. Stupp to the position of vice president, effective December 1, has been announced by T. J. Kinsella, president of Barrett Division, Allied Chemical & Dye Corporation.



C. G. STUPP

Mr. Stupp has been technical director of Barrett since 1951, during which time the Division's research and development activities have doubled. He was first employed by Barrett 38 years ago as a research chemist in the Edgewater plant, and has held positions of increasing responsibility in manufacturing and research since then. Born in Auburn, N. Y., he is a graduate of Cornell University.

Mr. Stupp will continue to head technical activities of the Division, including the extensive research and development department with modern laboratories in Edgewater, N. J., Glenolden, Pa., and Toledo, O.

Pabco Breaks Ground For New West Coast Plant

Ground-breaking ceremonies for a new million dollar Pabco Products Inc. roofing plant took place recently in Wilmington, California, just across from the Los Angeles Harbor area.

The new plant, incorporating a machine building, warehouse and offices, will enclose 41,000 square feet and cover 7½ acres. It

(Continued on Page 22)

New slate-colored shingles of aluminum now available

NOW available to builders and homeowners is a new aluminum shingle which combines all the practicality and versatility of the metal with the rich, distinctive color of natural slate. The new shingle is furnished in an attractive wood-grain pattern and has an attractive tough dipped lacquer coating which simulates the color of slate, harmonizing with any exterior color scheme, and actually adding to the aluminum shingle's inherent ability to withstand fading and weathering.

Can't Rust or Rot

Called the Alumislate Shingle, the new product is manufactured by the Building Products Division of Reynolds Metals Company, Louisville, Kentucky. Like other master shingles produced by the firm, the new product can't rust or rot, won't cause unsightly streaks or stains, and never needs paint for weather protection. It will not break, curl or deteriorate, and its use eliminates warping, splitting, swelling and granular deterioration.

Through use of the new shingle, upkeep is kept at a minimum. Once installed, Reynolds claims, the new shingles are there to stay. The firm

cites as a case in point an aluminum-shingled house which withstood the blasts of both Hurricane Carol and Hurricane Edna, and emerged intact from punishment which ripped up conventional roofs on neighboring structures.

In addition to providing such exceptionally secure anchorage, the inter-



The new aluminum shingle comes in a distinctive natural slate color. It has a wood grain pattern and a dipped lacquer coating.

locking construction of the shingles prevents leakage from capillary action of water—one of the major causes of leaking roofs—and conceals all nails used. Further weather protection is provided by aluminum's natural reflectivity of radiant heat, which keeps

the house cooler in summer and warmer in winter. Another major advantage: aluminum shingles will not burn.

Of special interest to builders is the fact that the new self-aligning aluminum shingles are light in weight and easy to apply. For replacement construction, too, the shingles are both practical and attractive. Their exceptionally light weight often makes them the only shingles which can be applied to an existing roof without removal of layers of deteriorated roofing material.

In addition to the new Alumislate product, Reynolds shingles are also available in wood-grain and a stipple-embossed finish in natural aluminum.

Remodeling Makes Old House Better Than New

Remodeling can do more than make an old house just as good as new. Modern building materials and construction techniques, says American Builder magazine, will often make an old dwelling better than it was when new.

As a test, the magazine followed an Illinois couple in a top-to-bottom remodeling of their century-old farmhouse. Although it was outmoded in

(Continued on Page 25)



Before and After. Top: At Portsmouth, R. I., this bungalow went through one of the season's hurricanes. It came out of it somewhat the worse for wear. Left: Recently remodelled bungalow, nearby, came through the hurricane unscathed. It is roofed with the new type aluminum shingles.



WHAT'S NEW



Equipment—Booklets—Practice—Materials

New Aluminum Garage Door

A new 9 by 7-foot door is the latest addition to a rapidly-expanding line of self-lifting overhead aluminum garage doors which weigh only about 100 pounds, come shipped as a complete package in a single carton, and can be installed easily in less than an hour.



Described as a notable advance in garage door design, the new 9 by 7-foot size is being made available as a result of wide acceptance of a previously-marketed 8 by 7-foot door. A double door will be added to the line in the future and all sizes will be available with or without lights.

Spokesmen for the manufacturer, the Building Products Division of Reynolds Metals Company, point out that besides being the strongest lightweight door available, the new self-lifting aluminum door can also lay just claim to being one of the safest and easiest to operate of any door on the market.

Since there's nothing to absorb or yield moisture, thus causing dangerous changes in tension, operation of the door is always uniform and it never resists opening or falls too rapidly in closing.

Roofing Pump

Introduction of the new Roofmaster Pumpmaster is announced by Deryl S. Yundt, head of Roofmaster Products Co. He states that the new unit is engineered exclusively for the roofer to meet his special requirements on asphalt loading.

Mr. Yundt states that the Pumpmaster will pump 35 gallons per minute and fills a service bucket in 8 seconds even on a 100 ft. high roof. It is self-draining, no flushing after use.

The tool compartment for accessories can be padlocked each night and there is an

engine cover for all-weather protection and to prevent theft. Loading handles on both ends for easy loading on truck and two retractable handles for wheeling by one man.

Trouble-free roller chain flexible coupling between motor and pump prevents universal joint failure. Mounted on two inch structural steel channel skids and has two industrial-type hard rubber tires on retractable wheels. Lays flat on skids when in use. The deluxe unit includes a number of accessories.

Shingle and Siding Display

Roofing and siding dealers and applicators troubled with finding space in which to show their wares can solve the problem with a new combination promotion—display cabinet just made available. It was developed by a Texas building materials distributor in cooperation with a national manufacturer.



Designed to attract attention to both asphalt shingles and asbestos-cement siding, the cabinet is being supplied by The Ruberoid Co. to tie in materials with the trend toward planned exterior decoration.

The display is a compact package measur-

If further information is desired about articles appearing in the pages of AMERICAN ROOFER & Siding Contractor send a card or a letter to the editorial department, attention, Mr. Fred Feder, 425 4th Ave., N. Y. 16, N. Y.

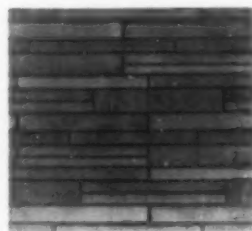
ing about 35 inches wide, 22 inches deep and 40 inches high. On one side is a double row of racks in which asbestos siding is stored on top and asphalt shingle sample boards on the bottom. This side of the cabinet is built on an angle to highlight the wide range of product colors.

In front there are racks for displaying siding and the top on which asphalt shingles are shown is sloped to simulate the pitch of a roof. During a demonstration, the front view gives a shopper a realistic impression of how materials look together when actually applied to a house.

Since samples are easily interchangeable, a salesman can show his entire line under ideal circumstances in a few minutes. Added sales aids are included in a stand-up rack attached to the back of the display.

Newly Styled Siding

Longer, "deep-brush" lines, accented with heavy sculptured mortar lines, highlight the new styling of the 1955 Country Club Insulating Siding. The new Buff Cast



and Green Cast "Color-Tones" blend with harmony. Beneath is a thick core of insulation board impregnated with a waterproof seal of asphalt saturant.

Builders' Conveyor

The 1955 Model of the Marion "Mule" builders' conveyor is now in full production according to The Marion Manufacturing Company.

Although the basic design is unchanged, refinements have been made on the power hoist and the automatic overload clutch and the boom itself has been reduced substantially in weight. The redesigned boom has lighter members but additional bracing has been included and the manufacturer advises that the new boom is stronger in all respects even though 300 pounds of dead weight have been eliminated.

Standard equipment now includes two

sturdy hand grips at the discharge end—these grips make it easy to move the conveyor into position and also serve as guards for the chain takeup assemblies.



The "Mule" is built with an "all-purpose" flat top:—blocks, bricks, shingles, tile, roofing rolls, bags, buckets, etc., are carried within the trough on chain carrier bars. Wider building materials such as plywood, masonite, roofing, siding, etc., are supported on the flat sideboards as they are elevated.

By the addition of one or two 8 foot boom sections, the 24 foot basic machine can lengthen into a 32 to 40 foot conveyor. Due to a improvement in the undercarriage, the 1955 model will elevate over 45 degrees in both the 32 and 40 foot lengths. Other exclusive features include key-seated sprockets, a maintenance free worm-and-gear transmission, a telescopic pipe carriage, and the popular self-powered boom hoist.

High-Speed Stapler

A new automatic air-operated stapler, designed for interior nailing and roofing applications in large tract and mass production residential construction, has recently been developed by California Wire Products Co., Inc.



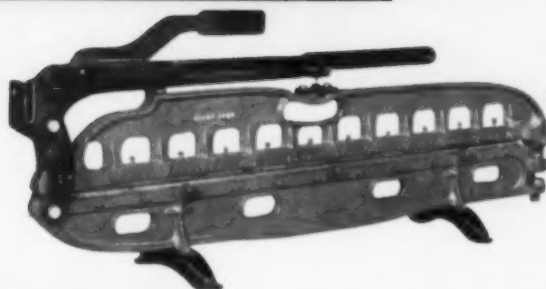
This new Calwire Model CS Stapler, because of its compact lightweight design, large staple capacity and powerful driving ability, is especially applicable to plywood cabinet construction, metal-lath, rock-lath and wallboard application and sub-flooring and roofing nailing operations. It can be used with practically all woods and will even drive into oak and other hardwood. This pistol grip tool will drive staples up to 1 1/4" in length, and one model is equipped to handle short, 1" wide staples for special purposes.

These new tools are specifically designed to replace many hand-nailing practices in mass home construction where speed and efficiency are major factors. Increased production and considerable savings in labor

The first new asbestos shingle cutter in 10 years

Tex!Cutter

for asbestos siding & shingles



GUARANTEED

The **TEX-CUTTER** is guaranteed to cut, punch and trim asbestos siding and shingles better than any cutter you've ever used. If you don't agree, just let us know within 90 days and you get your money back.

Lighter in weight

Case hardened blades

Rigid body casting
of alloy iron

Not too heavy

Plus exclusive

front end punch and notcher which
operate with separate handle.

Costs no more than
ordinary cutters.



Air mail today for folder # 102
and name of nearest distributor.

Texas Foundries

Organized for Service

LUFKIN, TEXAS

costs are obtainable with these new staplers, according to the manufacturer.

The staplers are designed with a lightweight aluminum body and all steel parts which are hardened and treated for corrosion-resistance. The large magazine hold 104 staples and is removable for cleaning or replacement. An exclusive feature of all models is the two-way air feed whereby the air inlet can be connected at outer end of handle for portable use or on top of stapler for production line use.

Embossed Aluminum Sheet

Ribbed embossed aluminum sheet in gauges ranging from .010 to .064 is now being made available by Kaiser Aluminum & Chemical Corporation.

The new product is available as both flat

and coiled sheet in alloys 1100, 3003, 5050 and 5052, ranging in temper from "O" to H394. Maximum width available is 48 inches.

Applications for the new ribbed pattern include storm door kick plates, bus seat backs, garage doors, freezer panels, store fronts, awnings and other uses, particularly in the building field.

48-Inch Wide Aluminum Roofing

Production of 48-inch wide corrugated aluminum farm roofing and siding in two pitches, 1 1/4" and 2 1/2", in standard lengths up to 12 feet is announced by Kaiser Aluminum & Chemical Sales, Inc.

The new wider sheets add extra advantages
(Continued on Page 21)



Books

Building Insulation, by Paul D. Close, B.S. 3rd Edition—Revised and Enlarged, contains 372 pages, 181 illustrations, 65 tables, is fully indexed, durably and handsomely bound in washable cloth to give the utmost in service. It is priced at \$5.25.

In this new edition an effort has been made to cover the subject in such a manner that it will be useful and of practical value to the architect or engineer, to the manufacturer, to the dealer, and to the consumer who may be contemplating the construction of a new house or the remodeling of an old one. The book has been brought up to date in all details.

Sheet Metal Shop Practice, by Leroy Fowler Bruce, 251 Pages, 296 illustrations, \$4.00. The experience-tested practices of an expert craftsman.

Asphalt and Allied Substances, by Herbert Abraham, 1,515 Pages, 2 Vols., \$28.00 for New Edition. A key to virtually all available knowledge on asphalts, tars and pitches. The volume has 333 illustrations, 122 tables and charts, 12,000 references and 9,000 patent citations. Included are sections on prepared roofing-asphalt shingles, built-up roofing and waterproofing.

Skylight and Room Tables, by H. Collier Smith, 134 Pages, \$1.50. This is a time-saving reference book, giving the true lengths of all bars for skylights and roof rafters of standard pitches. The author is a practical skylight man.

How to Estimate for the Building Trades, by Townsend-Dalzell-McKinney, \$5.75. 633 pages, 318 illustrations, 44 tables. A complete and practical book on the estimating of materials and labor, plus the actual practices of the various trades in handling construction details. For the estimator, contractor or builder who does not have bulging files of cost data, this book will prove to be indispensable.

Cash only—List the books you want, attach to check for the proper amount, and mail to . . .

BOOK DEPARTMENT

AMERICAN ROOFER

425 Fourth Ave., New York 16, N. Y.

Contractor's prospects seek him out



Good House, Inc. of Burlington, N. J. takes advantage of its corner location and entire structure headquarters to display many of its products in actual use. Note siding, aluminum awnings, venetian blinds.

Photos and Data Courtesy
Brixite Mfg. Co., Inc.

MAKING the prospect come to him is paying big dividends to Al Rudman, President, Good House, Inc., 100 E. Union St., Burlington, N. J.

Al's organization overlooks none of the time-honored formulae for securing leads, such as direct mail promotion, door-to-door canvassing and closing, telephone solicitation, etc.

But Good House goes an important step farther, in fact, several important steps. Because in addition to the usual methods of attracting customers, Good

House derives considerable plus business from its permanent displays in farmers' markets.

Illustrated is Al's booth at the Bristol, Pa., Farm Market. (Bristol is just across the Delaware River from Al's headquarters in Burlington, N. J.) The Bristol market opens every week at 12 noon on Friday, closing at 9 P.M., opening again at 9 A.M., on Saturday, remaining open until midnight.

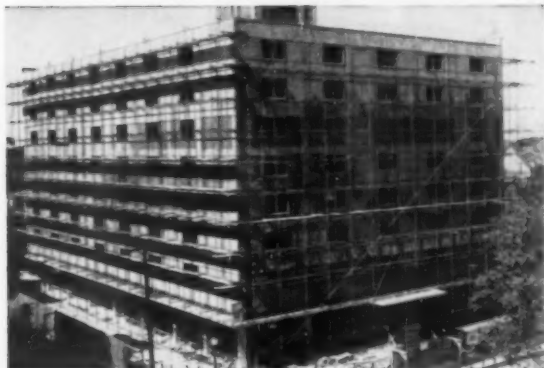
This Fair attracts thousands of visitors weekly from both Pennsylvania and New Jersey. Rudman's earlier and

(Continued on Page 25)

Below: permanent displays in farmers' markets similar to the one shown here, make the prospects come to the contractor.



Scaffolding News in Pictures . . .



TUBE-AND-COUPLER SCAFFOLD FITS ANY JOB

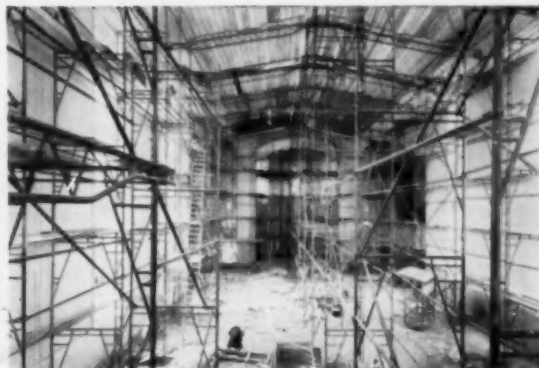
Plasterers have safe, solid support and ample working room on the Town House Apartments in Topeka, Kansas. Huntley and Blaser, plastering contractors, use 29,900 lineal ft. of "TubeLox"® Scaffolding to put their men close to their work and at the same time give them plenty of headroom when walking along Scaffold Platform. Quickly erected from just four basic parts, "TubeLox" conforms to curved or irregular surfaces, and easily overcomes height and other difficult conditions. Full details in Bulletin 10-PTS.

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THE PATENT SCAFFOLDING CO., Inc.

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Branches in all principal cities



PREFABRICATED SECTIONAL SCAFFOLD CUTS COST

So that plasterers can reach their work on this high arched ceiling of the St. Nicholas Orthodox Church in Los Angeles, Calif., 22-ft. long trusses were joined to "Trouble Saver"® Sectional Steel Scaffolding to support a working platform. Contractor Ben K. Tanner & Sons erected the Scaffolding from 6 1/2-ft. high, shallow trussed end frames, and braces. Interchangeable and requiring no tools, prefabricated "Trouble Saver" components can be erected at little cost in time and labor. Full details in Bulletin PSS-24.

SALES—RENTALS

Caulk with **COLOR**
Caulk with **CALBAR**



26 COLORS
of Caulking
Compound to
match every
building
material

Calbar, the first company with real quality caulking compound now brings you a super-elastic quality caulk to match or harmonize with brick, stucco, asbestos, cement siding, shingles, metal or wood. Choose from 26 permanent colors . . . all non-hardening, non-staining and complying with Federal and ACSP specifications.



Your jobber can supply you

CALBAR PAINT & VARNISH CO.

Manufacturers of Technical Products

2612-26 N. Martha Street, Phila. 25, Pa.



See CALBAR at the NERSICA Convention — Booth #250



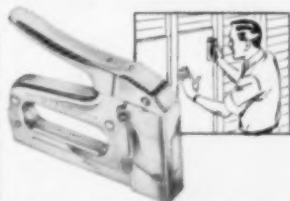
**AUTOMATIC
NAILING
MACHINES**

SAVE TIME, LABOR, MONEY



HAMMER TACKER

No. HT-50 uses staples up to 1/2" leg, .050 wire.



GUN TACKERS

No. T-32

uses staples up to 5/16" leg, .032 wire.

No. T-50 (illus.)

uses staples up to 9/16" leg, .050 wire.

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• Series No. 4550 Levelbase Drain with adjustable top permits raising or lowering the roof flange to meet the required insulation thickness even after roof is laid. Eliminates testing out construction, disconnecting drains and other costly adjustments.



• Series No. 410-F Roof Drain with Flooding Water Dam. For buildings with flat roof where a flooded roof with $\frac{1}{8}$ " to $4\frac{1}{2}$ " depth of water is required for insulating or air conditioning purposes.



• Series No. 4140 Torrential Roof Drain for flat roofs in localities subjected to heavy rains and torrential storms. Deep sump holds excess water before it enters leaders.

Design of the building is a new departure in architecture in that prefabricated, insulated, concrete panels were fastened to standard steel framing. Insulation also was used in the roof and end walls so that the entire building is wrapped in millions of tiny fibers of glass.

Just as soon as the general contractor had the foundation and concrete floor of one 50-foot bay completed, the sub-contractors began erecting the steel frame. As the frame took shape the erection of the sidewall panels was begun.

Two hundred four panels were used. Eighty of them are 6 by 10 feet and 80 are 8 by 10 feet, some with steel windows. Forty-four others are various special sizes and all 204 are five inches thick with $1\frac{1}{2}$ -inch rigid insulation enclosed. The panels were lifted into place by a crane directly from the delivery trucks.

As the walls went up the 75,000 square feet of $1\frac{1}{2}$ -inch flexible foil-faced insulation in the ceiling was being installed.

The insulation, in roll blanket form, was draped over the roof purlins and fastened down simultaneously with the aluminum roof. Air driven huck bolts hold the roof in place. Three thousand feet of paper-faced roll blanket insulation were used in the end walls by fastening to the wood studding. Concrete panels were not used on the ends.

Nailing It Down

(Continued from Page 5)

out by and for job equipment manufacturers.

The February issue of AMERICAN ROOFER & SIDING CONTRACTOR reflects the new spirit throughout its pages in outlook reports, post-convention stories and pre-convention stories, and in new equipment articles.

All of this animation and spirit is the result of one attitude above all; the desire and willingness of enterprising business men to make more profits by providing and actively promoting better products.

Ad Promotion Brings New Business

Property owners with flat roof problems were made the object of a strong promotional effort by Joyce & Kramer,

Permanent Building At Fair Is Wrapped In Tiny Fibres of Glass

Data From

Owens-Corning Fiberglas Corp.

Persons attending the 1953 edition of the Ohio State Fair found a new permanent building housing the industrial and business exhibits, but generally were unaware of the speed in which the structure was erected.

The huge 150 by 500-foot Merchants and Manufacturers building was constructed in only 56 working days under

a state contract which called for erection in 12 weeks and a \$1,000 per day penalty if not completed within that time. Cost was \$262,264 or 19 cents per cubic foot.

This speedy building project was accomplished through the use of modern construction methods and materials and with perfect teamwork on the part of the general contractor, George Sheaf and Co., Columbus, and the sub-contractors.

Inc., Albany, N. Y. roofing contractors.

The firm went after this phase of the roofing business with a stimulating newspaper ad featuring the theme: "Do You Have Flat Roof Worries? Don't Gamble On The Weather!" Art work featured a hand tossing a pair of dice.

The firm pointed out that property owners could have a new asbestos roof for as low as \$9.89 per month, based on a roof area 20 feet by 50 feet. Joyce & Kramer emphasized that this roof never has to be coated and uses no heavy slag or gravel that might clog drains and gutters.

**DO YOU HAVE
FLAT ROOF
WORRIES?**

**DON'T GAMBLE ON
THE WEATHER!**

YOU CAN NOW HAVE A

NEW JOHNS - MANVILLE ASBESTOS ROOF

AS LOW AS 9.89

PER MONTH

Johns-Manville asbestos felt, one thousand and reinforced, gives lasting protection to your home and its contents. Uses no heavy slag or gravel which might clog drains and gutters. Because J-M roofing felt is made of asbestos, they won't dry out from the sun.

THIS ROOF NEVER HAS TO BE COATED!

If your flat roof is giving you any trouble at all, fill in the coupon and ask for the 39-page illustrated book entitled: "Good Practices in Built-Up Re-Roofing." This book has been published by Johns-Manville and is yours with no obligation.

We are Approved and Bonded Johns-Manville Multi-Ly Roofing Contractors Since 1939

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We also are equipped to do gutter, downspout, skylight, hot air heating, ventilation or any other type of sheet metal work.

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☐ Yes, I would like the book on Flat Roofs

☐ I would like a FREE estimated Roof Survey

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Address

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"If your flat roof is giving you any trouble at all," said the ad, "fill in the coupon and ask for the 39-page illustrated book entitled: 'Good Practices in Built-Up Re-Roofing.' This book has been published by Johns-Manville and is yours with no obligation." The mail coupon appeared in the lower right hand corner of the ad.

Joyce & Kramer added: "We also are equipped to do gutter, downspout, skylight, hot air heating, ventilation or any other type of sheet metal work."

What's New

(Continued from Page 17)

to the benefits of aluminum roofing such as economy, minimum maintenance, durability, no requirement for painting or protection against rusting, and reflective insulation properties, the manufacturer claims.

The 48-inch aluminum roofing sheet weighs

THE Individual PERMANENT COLORTONE CORNERS

**FOR
ASBESTOS
SIDING...
ANY COLOR...
ANY SIZE**

- ✓ Colored on BOTH Sides—Prevents Corrosion
- ✓ Specially Formed Edge Prevents Wind "Clatter"
- ✓ MADE FROM LIFE-TIME ALUMINUM
- ✓ MORE resistant to Light & High Humidity
- ✓ Won't crack ... burn ... chip or peel



JOLIET ALUMINUM SPECIALTIES CORP.

Suppliers to Manufacturers and Jobbers • 20 Years Experience

P. O. BOX 1152

INDUSTRY AVENUE, JOLIET, ILLINOIS

only 55 per cent as much as a single 26-inch wide galvanized steel roofing sheet of comparable thickness. Even in the wide widths it is light in weight, easy to handle and stays put on the roof when properly applied.

Seven Inch Chimney

The Thulman Chimney of the Majestic Co., Inc., is made in 7" diameter which will provide, it is stated, 35% more capacity.

New and larger, the unit replaces the 6" flue and permits the use of such units as a 150,000 BTU gas furnace, gas hot water heater and a gas home incinerator all on the one chimney.

The 7" chimney is of the same basic construction as the earlier, smaller size. A vitreous enamel-coated steel flue is jacketed by two aluminum ducts which are spaced apart by specially-designed spacing devices.

The flue passes through an aluminum base section while the aluminum jackets terminate within the base.

This high-capacity chimney has Underwriters' approval for "0" clearance to combustible material. The chimney meets N.B. F.U. requirements for oil and gas furnaces, home incinerators and wood or coal furnaces or stoves.

Its vitreous enamel coating enables the flue to withstand temperatures upward of 1,650° F., however the cooling effect of the air in the surrounding ducts keeps the flue surface temperatures well below 1000° F. even at entering temperatures of 1,750° F.

It is approved by UL, FHA and VA for all one- and two-story houses. Most state industrial codes accept this 7" chimney for garages, etc. on all types of heating plants including suspended units in filling stations.

Aluminum Mop Handles

Improved for
Cooler handling
Longer lasting



Light weight. Outlasts wood many times. Unbreakable, economical. Will not burn.

and now

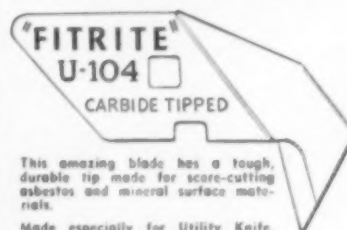
PLUGGED to keep 'hot' from running up inside.

THRU-BOLTED to keep mop head securely on.

A HOLE IN THE CAP allowing heat that might arise to escape.

Offered in 6', 7', and 8' lengths.

FOR FASTER, CLEANER SCORE-CUTTING



This amazing blade has a tough, durable tip made for score-cutting asbestos and mineral surface materials.

Made especially for Utility Knife. Can be used with other holders.

"FITRITE" 3-WAY CLAMP



Throat $3\frac{1}{4}$ " deep

Jaws $3\frac{1}{2}$ " x $\frac{3}{4}$ "

A necessary tool for every sheet metal man. Use it for on-the-job bending, forming, straightening and seaming.

Price \$3.55

ADJUSTABLE PIPE SNOW GUARDS

"Fitrite"



3 Pipes $\frac{3}{4}$ " I.P.S. Bronze and Galvanized for all types of steep roofs—slate, tile, flat or corrugated metal and composition.

"Protector"



2 Pipes $1\frac{1}{2}$ " I.P.S. Bronze and Galvanized, installed on old roofs without removing slate.

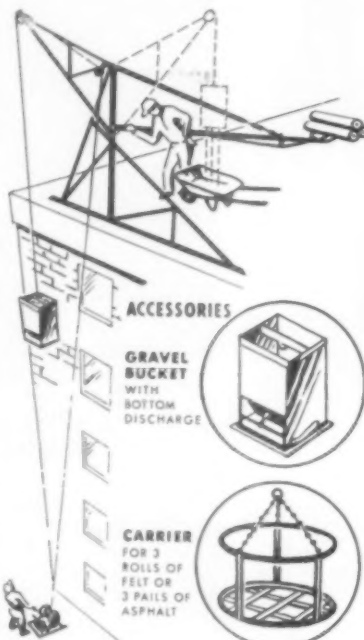
Write Dept. "R" for catalogues and prices. To protect Trade, please use your printed stationery.

DAVID LEVOW 305 WEST 20 ST
NEW YORK

Swinging roof beam handles materials up to 500 lbs.

Photos and Data Courtesy
Reimann & Georger, Inc.

RECENTLY developed, a new type swinging roof beam features a wide sturdy base which requires no fastening to roof to prevent tipping as load is swung in. The front supporting section is reversible to allow boom to swing either to the right or left.



The two pictures show the swinging roof beam in various phases of operation.

Photo shows boom being swung to the right. Two positions are provided for the lead pulley. The first position

keeps the pulley close to boom for easy swinging. The second, in the middle of the boom, allows the cable to clear the parapets, while hoisting.

The beam consists of three sections; each light enough for one man to handle. Two bolts fasten the front and rear sections together. Swinging boom hooks over pivot pins on front section.



Complete unit can be set up and ready for hoisting in just a few moments. Swinging boom extends 8 ft. above the roof and overhangs $4\frac{1}{2}$ ft. The complete unit weighs 180 lbs.

News of the Month

(Continued from Page 14)

will have a five-day capacity of 100,000 tons of asphalt roofing and shingles annually and is expected to be in production by April of next year, according to William L. Keady, Pabco president.

Koppers Company Names Winslow Vice President

Appointment of Ralph Winslow as a departmental Vice President of Koppers Company, Inc., was made in Pittsburgh



Write for
Complete Information

NEW Heavy Duty
Adnex Roof Shield

LABCO
INCORPORATED

10315 WILBUR AVE
CLEVELAND 4, OHIO

NOW...

and for the years ahead

Specify ADDEX Roof Shield

Field-tested — Time-proven

Developed exclusively as a
roof maintenance product

recently by General Brehon Somervell, Koppers Chairman and President, following approval at a meeting of the Company's Board of Directors.

Mr. Winslow has been Manager of Koppers Public Relations Department since January, 1947, with responsibility for the Company's general, industrial and consumer advertising, sales promotion, press and public relations, and employee communications.

In addition to his Koppers activities, Mr. Winslow is Chairman of the Industrial Advertisers Advisory Committee of the Association of National Advertisers, a member of the Board of Directors of the Advertising Federation of America, and a member of the Public Relations Advisory Committee of the Manufacturing Chemists Association.

He also is President of the Pittsburgh Advertising Club and a member of the Board of Directors of the Pittsburgh Chapter of the Public Relations Society of America.

From 1920 to 1925 Mr. Winslow was City Editor of the Richmond (Indiana) Palladium before serving for a year as publicity director for First National Pictures in New York City. From 1926 to 1930 he was associated with the publicity and fund-raising firm of Ketchum, Inc., in Pittsburgh, Pa., before assuming the post of Assistant Advertising Manager of Armstrong Cork Company in Lancaster, Pa.

In 1940 Mr. Winslow was named Director of Advertising and Public Relations for Libbey-Owens Ford Glass Company, Toledo, Ohio, a post he retained until he joined Koppers in 1945 as Advertising Manager.

Seal Rite Appoints Sales Reps. In Various Sections of U. S.

Appointment to representatives who will handle their complete caulking line in various areas throughout the United States was announced by Seal Rite Caulking Company, Inc., recently. Seal Rite has plants in New York, Detroit and Los Angeles. The appointees include:

E. A. Richards, 3850 Mt. Vernon Ave., Cincinnati, O., covering Ohio, Indiana and Kentucky. Mr. B. C. Darwin, 205 Bales St., Chattanooga, Tenn.: Ala., Tenn., Miss., and the Carolines. Mr. Fred Katz Assoc., 326 Madison Ave., St. Louis, Mo.: Kansas, Mo., and Southern Ill. Mr. M. T. Van Nuys, 1937 Diablo Drive, Walnut Creek, Cal.: Northern Cal. Mr. Doug Parsons, 1647 - 160th S. E., Bellevue, Wash.: Wash. and Ore.

Nichols Predicts

(Continued from Page 7)

National Housing Act," he reported. "The \$30,000 mortgage ceiling now also applies to existing houses. Recent market studies show that whereas in the past many families have placed home improvement contracts in piecemeal fashion, there is a greater intention in 1955 to have these improvements undertaken through larger

for a
**SECURE barrier against
hydrostatic head**
call for

Karnak®

WATERPROOFING PRODUCTS

Here's how the Karnak Membrane System is superior to ordinary methods of waterproofing, especially where there is danger of water seepage.



THE Karnak long-fibre-cotton cloth, which has been saturated with specially prepared asphalt, is layered, on the job, with alternate moppings of a highly refined and very ductile asphalt. The open mesh of the fabric allows the coating to penetrate and interlock the layers. This provides a firm mechanical bond that resists abrasions, cracks, settling and maintains water resistance through



the life of the structure.

Karnak Fabric is non-sticking, unrolls easily to the very end . . . works faster with no waste. It is packed in sturdy corrugated cartons for protected shipping and storage. Available through waterproofing contractors, or distributors or write us for information. **Made by Lewis**

Asphalt Engineering Corp., 30 Church St., New York 7, N. Y. © L. A. E. CORP.

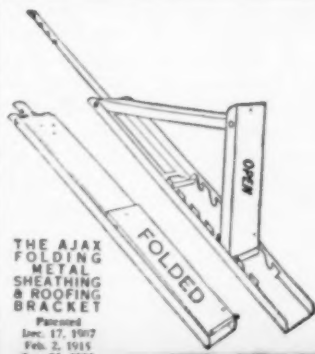


OTHER KARNAK PRODUCTS

Asphalt Roof Coatings
and Cements
Asphalt Emulsions

Floor Mastic
Asphalt Paint
Aluminum Roof Coating

Wood Block Mastic
Tile Cement
Joint Filler



AJAX Roofing Brackets

MAN-size — Superefficient

ALL STEEL — Unbreakable

AJAX Building Bracket Co.

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ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths

(As illustrated)

Roofing MOPS

(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

JOHNSON PRODUCTS Co.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

The Handy Hoist



turns your
LADDERS
into
HOISTS
easily,
safely,
efficiently.

Designed
for
ONE-MAN
operation

Designed
for easy
storage
in truck
or car.

For Details Write:

Frank P. Frey & Co.

2634 W. Madison Street
Chicago 12, Illinois

NRCA Convention

(Continued from Page 9)

advantage of the opportunity to see one of the world's largest and most versatile roofing, siding and insulation factories in operation.

Carey executives accompanied hundreds of the conventioners on the tour, and every phase of the manufacturing of shingles, various types of siding, mineral wool insulation, as well as some felts, papers, and other materials were shown and described to the contractors.

Photographs accompanying this article show some of the roofers visiting various phases of the complex Carey operation.

New Officers

New officers for the year 1955 were announced at the close of the Wednesday session. Because of illness, President Walter Simon was unable to appear, and John Ennis of Guarantee Roofing Company, Terre Haute, Indiana, took an active role in leading the Open Forum sessions. Mr. Ennis was elected to the Presidency of NRCA for the year 1955.

Serving with Mr. Ennis as Vice Presidents are Cal Bowman of Oklahoma City, Okla., Cecil Holmes of Milwaukee, Wisc., Clyde Scott of Chicago, Ill. and Harvey Wallace of New Orleans, La.

Serving as Secretary-Treasurer for 1955 is Joseph L. Kovarsky of Chicago, Ill. C. C. Figge, of course, continues as Executive Secretary.

The next Convention of NRCA will be held in Chicago in the early part of 1956.

NERSICA Forum

(Continued from Page 13)

recognized authority. Previously he was for three years Director of Research for the Seeger Refrigerator Co.

Dr. Lund is the author and co-author of over 50 publications on vapor transmission, condensation, insulation, refrigeration, heating, air conditioning and related subjects. In 1946 he was recipient of Wolverine Award, a national "Outstanding Publication Award" from the American Society of Refrigeration engineers.

He is a member of a number of professional engineering societies and honorary societies. He is listed in "Who's Who in America," "Who's Who in Midwest," and "Who Knows and What in America."

Manufacturers & Distributors

Everything for Roofing and
Waterproofing

CAULKING COMPOUND

ALUMINUM PAINT

BITUSTATIC CEMENT

ROOF COATINGS & CEMENTS
INSULATION

ROLL ROOFING—FELTS—

PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON

Insist on Genuine Durex Products

METROPOLITAN

ROOFING SUPPLIES CO., INC.
286 East 137th St., New York City

USE KOKOMO KORERS

For Asbestos Siding

They save time and money, add to appearance and durability. Made from zinc, will not rust. Holes provided for nailing. Some available in colors. Window and door frame strips also available.



Write For Descriptive Literature

BUGHER MANUFACTURING CO.

211 South Main Street, Kokomo, Ind.

"ASBESTOS"—The Magazine
Keeps you up to date on happenings in the Asbestos Industry.
Gives facts about Asbestos, technical developments.
\$2.00 per year in the U.S.A.; \$3.00 in other countries.

"ASBESTOS"

808 Western Saving Fund Bldg.
Philadelphia 7, Pa.

Is your magazine addressed correctly?

Examine the wrapper, and notify American Roofer & Siding Contractor, 425 Fourth Ave., New York 16, N. Y., if you desire any change. Please send back the old wrapper, and the new address, and allow about five weeks for the change.

Contractor's Prospects

(Continued from Page 18)

continuing successes with farmer's markets in such rural areas as Cowtown, Hammonton, Berlin and Williamstown in New Jersey augured well for the activity he has enjoyed at the Bristol Fair.

Many Deals Closed

In the first three weeks of his participation at the Bristol Fair, the two men he had stationed at the booth interviewed hundreds of people and closed insulating siding deals totalling 258 squares and 69 squares of aluminum siding, besides several window and door installations.

Naturally, Al Rudman's booth is attended by reliable personnel and he keeps it well supplied with literature.

Remodelling

(Continued from Page 15)

both plan and appearance, the house was structurally sound, making remodeling a feasible undertaking.

The couple expanded the middle section of the house by moving the front

wall forward and taking out the old bay window. The roof above this section was raised, improving the proportions of the entire building. Plywood was used extensively.

Old roof shingles were removed and structural plywood laid down as a base

for new colorful, fire-resistant asphalt shingles. Usually, asphalt shingles can be applied on top of the old roof material, eliminating the expense of removing the old roof and retaining its insulation value. In this case, the 100-year-old roof deck needed reinforcing.



A new asphalt shingle roof and new siding helped turn this old farmhouse (bottom) into the good-as-new modern home shown at top.



PREVIEW ISSUE of American Roofer

THE BIG MARCH ISSUE

CLOSES FEBRUARY 21, 1955

This is your **BIG OPPORTUNITY** to reach your **PRIME MARKET...** America's top notch roofing contractors

Start your spring sales campaign off with the extra impact of this important issue. You'll get extra reader interest, bonus

circulation, all at regular advertising rates.

Wire, write or phone your space reservation **TODAY** for best position for your ad.

American Roofer & Siding Contractor

**This Boosey
ROOF DRAIN
has these
exclusive features!**



Boosey No. 1148 Roof Drain is designed to provide the best drain solution for every type of roof construction.

Exclusive features include raglet for flashing seal, heavy one-piece clamping flange, visible connections and self cleaning bowl. Either metal flashings or roofing felts can be secured to sump without damaging either.

Send for the complete Boosey Catalog and Price List: It's the easy way to specify and order the exact roofing drainage specialty!

Norman Boosey Manufacturing Co.

General Sales Office
5281 Avery Avenue, Detroit 8, Michigan

BOOSEY

**HYDE
ROOFING KNIVES**



**NO. 10—2 POINT
ROOFING KNIFE**

Two cutting points on 2 in 1 heavy duty knife blade; easy to remove.

Extra blades. No. 102 Blade for No. 10 tough razor sharp steel.



NO. 3 ROOFING KNIFE

Super Hydrex chrome vanadium steel—short point.



NO. 1 ROOFING KNIFE

Low cost—short point round stained handle.

HYDE

MANUFACTURING CO.
SOUTHBRIDGE
MASS. U. S. A.

"K" Factors Used To Measure Insulating

Engineers use "K" factors to measure the insulating value of various building materials. The "K" factor is the amount of heat, measured in BTUs, that will pass through a square foot of material an inch thick in one hour, to raise the temperature on one side of the material one degree F. higher than the temperature on the other side.

This Could Be The Year

(Continued from Page 7)

the home-buying ages of 22 to 24 was small due to the low birthrate in the Great Depression.

"The construction industry in 1954 turned out to be the outstanding prop in the present high level of national prosperity, outdistancing both agriculture and national defense," Mr. Berlin said. "More than one seventh of the money spent for goods and services in the United States in 1954 went into construction.

Record Repair Year

According to American Lumberman:

Surveys show that the potential market for home remodeling for 1955 is at least \$8 billion, and also reveal that:

One out of five homeowners is planning some home improvements in the next three years.

A large percentage of these jobs will cost \$1,000 and more.

Easy financing is making home improvements more desirable.

More and more homeowners are doing their own remodeling under the guidance of the lumber dealer.

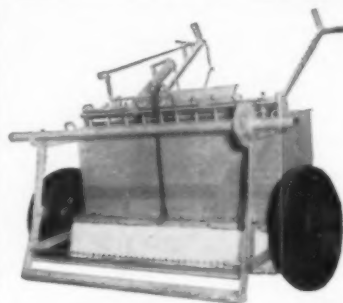
Aggressive promotion by manufacturers and dealers is selling the idea of home maintenance as an investment.

More personalized selling by outside salesmen will be necessary as more dealers compete for the home remodeling market.

Farm Market To Improve

Even the farm market will show improvement according to one source. A year of fairly even farm prices is predicted. Farmers will have to make long needed improvements, and they will have at least some spare cash with which to make them.

Alert roofing and siding contractors will be in there pitching in 1955. One of the requirements for best exploitation in the market will be the ability to



NEW IMPROVED FELTMASTER FELTLAYER

No back-breaking positions to work in. Lower felt roller ball-bearing equipped. Lays 1 1/4" from roof level but is hinged for loading felt to give operator 16" clearance from roof when threading felt. Locks in operating position when dropped. Easy loading of felt roll on felt holder bar makes it unnecessary to remove felt holder bar.

Asphalt turn-on by foot lever. Turned off by pulling sash cord. Instant turn off with no excess asphalt at end of roll, keeping tires clean. Asphalt flow arranged for felt laying or flood coating.

**WRITE, WIRE OR TELEPHONE
FOR INFORMATION**

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birds...



... stay away
from buildings
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Nixalite

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CLIMBING ANIMAL

barrier
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Retains rugged
strength, springiness and
flexibility under all climatic conditions.

Write for 32 page illustrated
Know How Manual



NIXALITE COMPANY OF AMERICA
115-119 W. 3rd Street, Davenport, Iowa, U.S.A.

look at what your competitor is doing in picking up new lines, in adopting new methods, and in learning how to use the new special materials and equipment which are now flourishing on the market. There is a great deal of business to be gotten — and it requires all the skills and flexibility, the dynamism and alertness which the competitive roofer must have today, to get major benefit out of the available business.

Roofing Plant Opens

(Continued from Page 8)

Bird has established the plant at Charleston as a complete unit. It has its own Sales and Accounting Departments to receive and process orders efficiently. Next-day service will be available to most sections.

Territorial Representatives

Southeastern Division Manager is J. H. Van Hoy, a man with many years experience in the South. A team of experienced and specially trained salesmen, operating under B. L. Sears, Southeastern Sales Manager, will cover territories in Florida, Georgia, South Carolina, North Carolina, Virginia, southern West Virginia, and eastern Tennessee and southeastern Kentucky.

Quality Roofer

(Continued from Page 12)

standards, as they face and meet the challenges of progress and change.

Mr. Bostwick, although philosophical about the changes from the days when a great many institutional and residential buildings were featured by an attractive roof, regrets the inevitable loss of skills that will ensue when old houses are abandoned. The beauty of a house used to rest in the color distribution and valley work, as well as ornamental sheet metal work. English architects were especially alert to the possibilities of a decorative roof and cornice.

Large Homes Rare

But large residences are not being built today. "The Prospect Street mansions, which cost \$300,000 to build before World War I, are now being sold for \$50,000, or are a drug on the market, with the owners being eaten up by taxes. Many are being converted to multiple dwellings. You don't see any

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WOBBLE or PLAY**

**R. MURPHY "Stay-Sharp"
ROOFING KNIVES**



Write for FREE catalog
showing the complete line.

Famous for the way they hold up under tough usage, R. Murphy "Stay-Sharp" blades are processed from the finest steel — hand-honed to razor-sharpness to cut the roughest materials easily.

Precision riveting completely eliminates play or wobbling between blade and handle, which is custom-designed for proper grip.

For the *steepest, cleanest, easiest* cutting roofing knife, ask for R. Murphy "Stay-Sharp" Knives at your Roofing, Building Supply or Hardware Store.

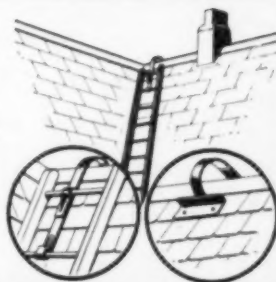
There's an R. Murphy Knife for every purpose.

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Years**

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AYER, MASSACHUSETTS

LADDER HOOKS

Has pivot that allows ladder to be placed along the valley with complete safety and convenience. Plate protects roof. Weighs only 6 lbs.



ADJUSTABLE ROOFING BRACKET



Provides safe staging at any pitch. Suited to all kinds of jobs, any type of roofing. Simple and durable.



LADDER JACKS

RAIL-TYPE JACK. Use of side rails of ladder for support provides extra safety.



ONE MAN JACK. Adjusts to any pitch on either side of ladder.

**Jobs go faster . . .
men are safer . . .
with**

**"TROUBLE SAVER"
Scaffolding
Accessories**

"TROUBLE SAVER" SHINGLERS



Two sizes. "Regular" holds a 2 x 4 staging edgewise. "Wide" holds it sideways. Held by just two nails. Can be removed without raising shingle.

BE SURE TO WRITE for complete information on all "Trouble Saver" Scaffolding Accessories.

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**Asphalt Saturated Membrane Fabrics
— for roofing and waterproofing.**

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ROOFERS' MOP

- More economical
- Longer life
- Permanent handle
- More profitable roofing

Tarzan mops cost you far less than "rolling your own." Heads can be replaced on permanent handles, saving time and labor cost.

Write TODAY for prices and samples.

AMERICAN ASSOCIATED COs.
ATLANTA P. O. BOX 4036 GEORGIA

owners trying to maintain the beauty of the roof on those buildings," Mr. Bostwick observed.

The whole new architectural style is toward flat roofs and the elimination of cornices, either for economy or on aesthetic principle, or both. The roofer has to meet the architect's and the engineer's specifications on materials, and the trend continues toward simplicity, with some relief in color.

The firm's only gesture toward promotion is the taking of generous space in the classified telephone book. "We don't have to promote. They come to us," is the way Mr. Bostwick puts it. "We do not advertise in newspapers, because such ads bring in every little firm and family that wants to compare estimates on a leaky roof. That kind of work is the proper province of the small roofer with one or two helpers."

No One-Day Stands

Much of the Bostwick work on new construction is done through bidding submitted to the general contractor. Few individual houses are handled; "maybe for a friend," but the organization is not geared for one-day stands.

Mr. Bostwick, a native of Middlebury, Conn., had his hat in hand, ready to take off to attend his grandson's graduation from Harvard, the last few minutes of our interview. He has two daughters and four grandchildren, two of them married.

Beauty Will Win Out

Although he plans to take things easier soon, he hopes he will have the call to pass on his lore of fifty years' gathering, on the installation and repair of slate and tile roofs. "Sooner or later men choose beauty over economy," is his belief, and there are few things more beautiful in the construction line than a variegated slate or tile roof, according to C. G. Bostwick.

How To Avoid

(Continued from Page 10)

and ignore such references to competitor too often implants the idea that our own services are "expensive."

"Our inspection shows you must replace this roof you have on your home immediately," throws up sales barriers right and left. Enough exist without our adding more. Using the word "must" in any sales talk challenges the prospect to take a stand against the roofing salesman. A much softer



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For new Slate Roofs, Spanish Tile Roofs, Old Slate Roofs, Flat Tile Roofs, American Method Asbestos Shingles and French Method Asbestos Shingles and for Metal Roofs.

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Write us for Roofers Wholesale Prices

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Colortone corners for the new J-M #309 Colorbestos Siding Shingle, (32" x 14 1/2" — 13 1/2" Exposure)

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City..... State.....

effect could be left with, "You definitely need a new roof, Mr. Jones, and the sooner it is replaced the better you can protect the investment in the rest of your house" or "If your old roof is allowed to remain it might just possibly lead to something serious in the future, Mr. Jones, so its' a good thing you were wise enough to call us as quickly as you did."

Never Mention "Expensive"

"The roof you really need, Mr. Jones, is tops in quality even though it is expensive," sells the quality angle the wrong way. People have to think of price as well as quality in buying a new roof. Use the word "quality" as much as possible but make sure that word "expensive" never pops up in the sales presentation.

Explain Work Involved

Using high-sounding words to describe materials or methods of applying roofs only serves to befuddle the average prospect or customer. Talking in simple and easy to understand words, using common names of materials instead of scientific or trade names and never skipping over minute details of the work we do as part of our roofing service are all wise procedures.

Use the word "cost" as little as possible. Employ "saving," "protection," "investment in your home," and similar phrases which sound like money in the bank to put over the same point.

Avoid Pressure

"You can't afford to wait one day more to have this job done," is another familiar closer sentence many roofing salesmen use. Sometimes it works. Most of the time it builds resentment for our prospect knows good and well that he can wait ONE day more since he has waited as long as he has. Remember always that such pressure words or sentences affect only the slow thinking individual. It's much more sales effective to say, "Even a little further delay in buying this new roof, Mr. Jones, may result in additional damage which could prove costly."

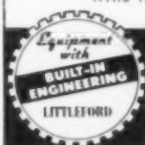
"Your present roof troubles are all due to neglect, Mr. Jones, and that's going to make replacing your old roof costly," is another bad group of words to use in selling no matter how true it may be. Words that accuse or belittle a customer's judgment make certain he will do little business with

3 big reasons why roofers prefer Littleford 66-B "Kwik-Melter" Roofers Kettle

- 1 Faster heating
- 2 Safe operation
- 3 Minimizes burning of materials

The faster heating "Kwik-Melter" simplifies and speeds up heating of tar, asphalt and pitch. Littleford designed, engineered and built this flue-type kettle to give better heat distribution, has removable flues and a burner that pre-heats inside of kettle. There are many other reasons why you'll be ahead with the Littleford "Kwik-Melter". Why not...

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its existence.

"Yes, your roof is in very bad shape, Mr. Jones," confirms all of the unpleasant thoughts the prospect has built up in his mind before calling our firm in for an inspection and estimate and helps build up a bleak picture of a costly repair bill.

A much more welcome explanation would be, "Your roof does need immediate replacement, Mr. Jones, but the cost will not be quite as high as you probably have imagined," gives him some feeling of relief no matter how bad it may be. Chances are we are right too for prospects and customers always have a dimmer view of the actual damage than really exists in most cases.

The use of any word or words which imply lack of judgment on the prospect's part in original purchase of his old roof are also very bad sales approaches. No matter how much he may have been "stung" on its purchase we must always remember that none of us wants to admit we ever make a bad deal.

Explain Improvements

"The roofing industry has made some wonderful improvements in materials since your original roof was put on, Mr. Jones," is an excellent way of pointing up how much better roof we can offer him today than the one he purchased originally.

The words we use in all phases of handling the customer, whether in selling the roofing job itself or while it is being put on the customer's home, can do much toward relieving pent up anxieties and easing aside visions of great cost. They can make every sale an easier one to wrap up and leave greater satisfaction with the customer once the job has been finished.

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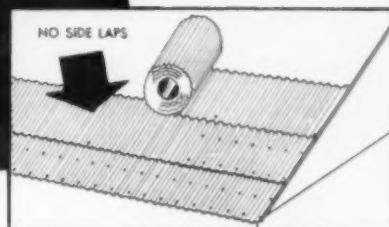
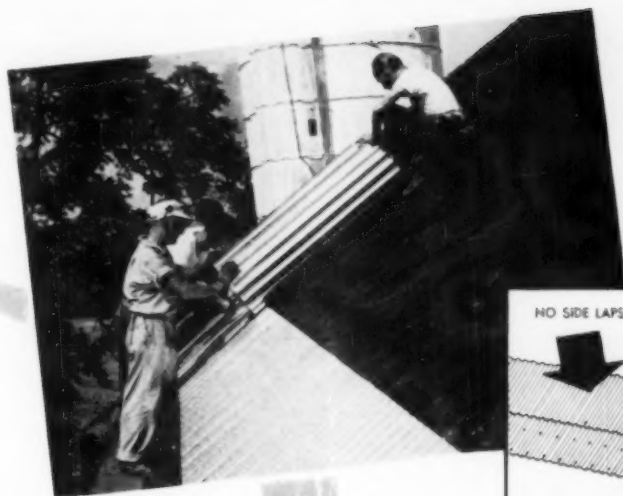
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